

# ABSTRACT

**Title:** Doping and management in elite sport

**Objectives:** The main aim of this diploma thesis is to find the opinions of the cardinal representatives from professional sport, i.e. top sports officials and elite sportsmans, to doping, who may have the different attitudes to this issue from their position and roles.

**Methods:** In this diploma thesis were used two methods for collection of data. Specifically, the method of questionnaires and semi-structured interview method. Mixed type of research was selected due to deeper into the issue. In the diploma thesis was also used the method of analysis or comparison, mostly to gather sufficient information for the development of theoretical foundations of work.

**Results:** Results of mixed research are interpreted in the research of this diploma thesis. The results of this study found the opinion of the cardinal representatives from professional sport, sports managers and the elite sportsmans, to doping. The results can serve as a basis for future research in this area, for example, when comparing the sports company to the general public, as to whether individuals who show more willingness in the use of doping, they have a different attitude to their body and health than individuals who do not want to show this willingness.

**Keywords:** doping, management, sports management, elite sport